

# Special Beltway Plaza Edition

## Greenbelt News Review

AN INDEPENDENT NEWSPAPER

Vol. 26 No. 10 GREENBELT, MARYLAND

Thursday, February 1, 1962

Bulk Rate  
U.S. Postage Paid  
Permit 19  
Hyattsville, Md.

### Formal Dedication of Beltway Plaza Set for Saturday

#### At Beltway Plaza Opening



Bozo, The Clown, the children's favorite TV-Star of WRC-TV (Channel 4), will let youngsters tweak his nose when he appears, in person, between noon and one o'clock on Saturday, February 3rd, at Beltway Plaza Regional Shopping Center.

Fred Fiske, popular disc jockey and radio announcer, will broadcast directly over Station WWDC, from Beltway Plaza, 9:30 a.m. to 4 p.m. on Saturday at the Shopping Center's Grand Opening.

#### "Miss Washington" To Be At Ceremony



"Miss Washington," pretty Scarlett Shinault, will participate

in the ribbon cutting ceremony, formal opening Beltway Plaza Regional Shopping Center, on Saturday morning, February 3rd.

Miss Shinault will appear through the courtesy of Vincent & Vincent, hair stylists, of the Washington area. The firm is also opening its new beauty salon in the Beltway Plaza Center, making it the ninth Vincent et Vincent shop in suburban Maryland. Others are located in the District of Columbia and in Virginia.

"Miss Washington" has a regular full-time job as a secretary with Perpetual Building Association. She won the finals in the popular-singing category of talent competitions at the "Miss America Pageant," last fall in Atlantic City, where she was the District's representative.

#### Beltway Plaza's Sidney J. Brown Is Prominent Developer

Sidney J. Brown, developer of Beltway Plaza Regional Shopping Center, is not only prominent in real estate investment circles in the Washington area, he is a leader in numerous community and civic affairs.

In addition, he is a lawyer - a member of the New York State Bar, and admitted to practice before the United States Supreme Court. Before he en-



tered the realty field, he was an attorney with the U. S. Department of Justice.

Periodically, Brown makes a notable stir in the business world

(Continued on page 2)

#### Radio, TV Personalities At Opening Festivities

Beltway Plaza will have its grand opening on Saturday, February 3rd, 1962.

The public is invited to visit and inspect the completed first section of the new Prince Georges County Maryland, regional shopping center, and to witness formal dedication ceremonies to take place on the huge Beltway Plaza parking area at eleven o'clock, on the morning of the big, full day of celebration events.

At that hour, a unique ribbon-cutting will mark the occasion, presided over by Jesse Baggett, President of the Prince Georges County Board of Commissioners, and Frank Lastner, member of the Board from Greenbelt, Maryland. The two will head a delegation of state and local civic and business leaders participating in the ceremony. The ribbon to be cut, signaling the opening of Beltway Plaza, will be stretched across the entire front of the new shopping center, and will be one of the longest ever used in a dedication exercise.

Bozo, the famous clown of television will make a personal appearance at Beltway Plaza, from noon to one o'clock p.m., on Saturday, to meet his youthful admirers who daily follow his hilarious antics on WRC-TV,

Channel 4. He will have souvenir balloons to give away to all who come within nose-tweaking distance of Washington's most popular entertainer of children.

Fred Fiske, of radio station WWDC, will broadcast throughout Saturday, from 9:30 A.M. until 4 P.M., directly from the Beltway Plaza shopping center. His "studio" will be a large, special sound trailer, operated by WWDC as its mobile broadcasting facility. The Fred Fiske program on Saturday will be transmitted as part of the station's regular broadcast day.

An A&P Supermarket Food Store, and a Drug Fair department drug store are the two largest Beltway Plaza establishments taking part in the grand opening. Other shops and service stores in the new center include: Vincent et Vincent, hair stylists; High's Dairy; Tanner's Dry Cleaner; Beltway Liquors; Vithoulkas' Barber Shop; and a Coin-Operated Wash-n-Dry Clean. Two additional stores will be open in the near future, in the first section, according to Sidney J. Brown, president of the First National Realty Corporation, developer of Beltway Plaza.

Brown stated, too, that work will soon commence on the second section of the regional shopping center.

BELTWAY PLAZA TO  
SERVE WIDE AREA

The address of Beltway Plaza is 6000 Greenbelt Road. Its main entrance is located near Kenilworth Avenue, in Prince Georges County. The 70-acre tract, now occupied by the first section of Beltway Plaza and the site of other sections soon to be constructed, is about half-way between the Washington Baltimore Parkway and U. S. Highway No. 1. The intersection of the dual-lane radial artery, Kenilworth Avenue, and the projected Circumferential Highway lie only a few thousand feet east of the Beltway Plaza entrance.

The regional shopping center will serve numerous communities in the surrounding area, including: Greenbelt, Beltsville, College Park, Riverdale, Branchville, Berwyn, Bowie, and others. When completed the huge center will cost in excess of \$10 million.

Beltway Plaza will ultimately be roofed over to provide a central, climate-controlled mall

(Continued on page 2)

#### Formally Open Beltway Plaza



JESSE S. BAGGETT, President, Prince Georges County Board of Commissioners.



FRANK J. LASTNER, member Prince Georges County Board of Commissioners, from Greenbelt, Maryland

#### Special Plaza Concert By Greenbelt Band

A highlight of Saturday's grand opening ceremonies for the new Beltway Plaza Regional Shopping Center, will be a musical performance by the Greenbelt Concert Band.

With the concert band program, at Beltway, will be an exhibition of majorettes, sponsored by the Ladies Auxiliary of the Greenbelt Fire Department and Rescue Squad.

The Beltway Plaza grand opening exercises will start at 11 A.M. ON Saturday morning, February 3rd. All events of the day are open to the public.

#### BELTWAY PLAZA Shoppers Directory

A. & P. Food Super Market

Barber Shop

Beltway Liquors

Drug Fair

High's Dairy Store

Tanner's Dry Cleaning

Violet Ray Wash-n-Dry Clean  
(coin-operated)

Vincent et Vincent Hairstylists



## Greenbelt News Review

AN INDEPENDENT NEWSPAPER

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Greenbelt, Maryland

Delivered each week to every home in Greenbelt

Editor Russell Greenbaum, GR. 4-4164  
Associate Editor Virginia Beauchamp, GR 4-6182

Sidney J. Brown

(Continued from page 1)

outside of the nation's capital. Such an instance occurred recently when the press announced that he headed a group which purchased the 40 story Cadillac Tower Building, in Detroit, Michigan. Earlier he had disclosed his purchase of a 1000-acre tract -- the former Triple Seven Farm -- in Loudoun County on the Potomac River, to be developed as a suburban community of homes, apartments, and shopping centers.

With more than 200 properties in the District of Columbia proper, plus one or more major projects, such as Beltway Plaza, in the forefront of his activities schedule, Brown is usually involved in work at a hectic pace.

While he has been building Beltway Plaza, and making plans for its opening, and buying the Cadillac Tower office structure, Brown has been making plans for construction of another Hollinswood shopping center, at Hollinswood, in suburban Baltimore, just off the Baltimore-Washington Parkway. At the same time, he has been supervising designs for a new luxury hotel he proposes to build at the University Boulevard and Riggs Road, in the northern sector of Prince Georges County, Maryland. This project will also include a shopping center, as well as roller-skating and ice-skating rinks, plus an enclosed swimming pool at the hotel.

Among the District of Columbia properties owned by Sidney Brown, is Chevy Chase Towers, luxury apartment, which he built at 5323 Connecticut Avenue, in northwest Washington. His own office is in the First National Realty Corporation Building, at 629 F St., N.W. He is president of the firm and owner of this structure as well.

Brown is a former president and a present member of the board of directors of Tifereth Israel Synagogue. He is also on the steering committee of the Israel Bond Organization.

Sidney Brown is highly regarded by government officials of the State of Maryland, and of Prince Georges County. Governor J. Millard Tawes participated in ground-breaking ceremonies for Beltway Plaza Regional Shopping Center, on January 26, a year ago, at nine o'clock in the morning, when the outside temperature was about 18 degrees above zero. In the procedure, Governor Tawes used both a gold-plated shovel, and a bull-dozer to dig into the frozen ground.

At Saturday's Beltway Plaza dedication ceremonies, Brown will be honored by the presence of Prince Georges County Board of Commissioners president, Jesse Baggett, and other

dignitaries, who have accepted invitations to attend.

### Violet Ray Self Service Laundry

The newest and largest self service coin operated Laundry and Dry Cleaning Center in Prince Georges County is opening next door to the A & P Food Store in Beltway Plaza. This store is owned and operated by Roger E. Smith and his son Richard who have been in the coin operated laundry business a number of years, trading as R & M Laundry-Mart.

This ultra modern Laundry, featuring wood paneled interiors with a beautiful Air Conditioned Lounge will be equipped with Sanitized Violet Ray machines. There will be 37 - 12 lb. top loading washers - 18 large capacity dryers - 2 - 25 lb. washers for rugs, blankets and other large items.

New to this area too, will be coin operated Self Service Dry Cleaning using the 8 lb. load Twin-Ette machine. Your finest clothing can be automatically dry cleaned in 30 minutes for \$2.00 - a 60 to 75% saving over regular Dry Cleaning. A Special Price of \$1.50 will be offered from Feb. 3 thru 15. An attendant will be available to assist customers from 9 A.M. to 9 P.M.

### Formal Dedication of Plaza

(Continued from page 1)

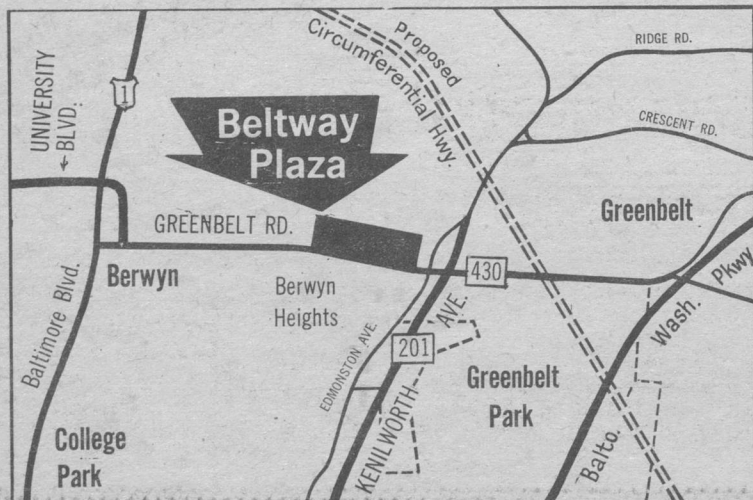
with access to about seventy separate business establishments. It will be the Washington area's first completely covered, all-weather, shopping center - entirely air-conditioned in summer, and heated in winter.

The completed center will include a major department store, as well as shops specializing in men's women's, and children's wear, shoes, housewares, hardware, furniture, phonograph records, photographic equipment, gifts. In the final center will be a bowling-recreational facility, a gasoline filling station, a theatre, and a community hall.

Parking areas for about 5000 cars will be a part of the completed Beltway Plaza. The center's customers will come from a surrounding population estimated at over 160,000. Lathrop Douglass, is architect for Beltway Plaza. Douglass is an internationally renowned authority on shopping center designs and planning.

EVERYONE COME  
TO THE  
GRAND OPENING

### How to Get to Beltway Plaza



## Long Ribbon For Cutting At Beltway Dedication

What will probably be the longest ribbon ever used for a formal dedication ceremony is scheduled for cutting at the grand opening of the Beltway Plaza Regional Shopping Center.

The white satin strand will be

stretched across the entire front length of the first section of the center, to be opened on February 3rd. It will be held at intervals by 50 members of the Greenbelt Cub Scout Pack 202, led by Cubmaster, Ed Wilkinson.

At an appropriate moment, at

approximately 11 A.M., on Saturday, Jesse Baggett and Frank Lastner, of the Prince Georges, Maryland, County Board, will scissor-snip the ribbon at its center. The instant will mark the formal opening of Beltway Plaza.

The ribbon will then be cut into hundreds of smaller pieces, each imprinted with a memento of the occasion to be given first day visitors at the new regional shopping center.

## BELTWAY BARBER SHOP

Located in Beltway Plaza.  
Greenbelt, Md.

GRAND  
OPENING  
SPECIAL

**\$1.00** PER HAIRCUT  
(Saturday Only)

PLENTY OF

**PARKING**

*A Hearty Welcome  
From Proprietor,  
Peter Vithoulkas*

**474-9659**

## grand opening BELTWAY LIQUORS

Located In Beltway Plaza  
Greenbelt

**Telephone 474-7702**

**OPEN**

7:30 A. M. -  
10:00 P. M.

**COMPLETE LINE  
OF  
BEER  
WINE  
LIQUOR**

**SELF SERVICE FOR YOUR CONVENIENCE**

**PLENTY OF FREE PARKING**



# ★ OPENING CELEBRATION! ★ ★ 68th DRUG FAIR ★

...in the New BELTWAY PLAZA SHOPPING CENTER

**GREENBELT**

6000 GREENBELT RD.  
NEXT TO THE NEW A & P



Prices effective  
thru Sat., Feb. 3



**Ladies' Velveteen  
CAPRI SLACKS**

Sizes 10 to 18

**1.99**

Twill back capris with concealed side zipper and split leg. Hi-rise adjustable waistband with one pocket; tunnel loop with two pockets or California waistband with two pockets. Your choice of seven colors: black, green, pink, magenta, blue, gold or plum.



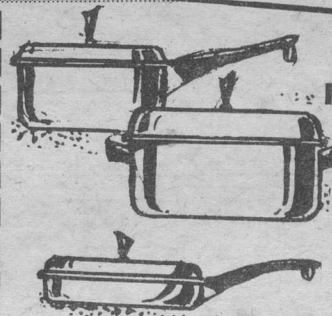
**Sanforized  
Washable**

**BLUE JEANS**

Sizes 6 to 14

**2 for 3.00**

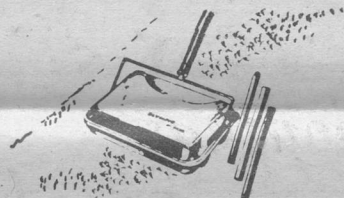
Full-cut, sanforized boys' blue jeans with two swing pockets and two back pockets, plus slide fastener. Made to wear, with double-reinforced seams and overlocking stitches. Bar tacked at all points of strain.



**16-piece  
Imperial Stainless  
Steel  
"WATERLESS"  
COOKWARE**

**15.55**

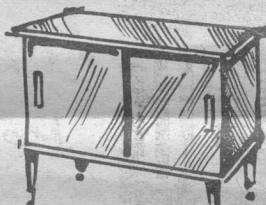
1-, 2- and 3-quart Covered Sauce Pans, Dutch Oven, 10½-inch Fry Pan, plus Recipe Book and Cleaner. Makes cooking easier and tastier with a minimum of water over low heat. Molded, heat-resistant bakelite handles that won't turn or loosen.



New! Special Price!  
**Bissell "Olympic"  
Carpet Sweeper**

Brand new sweeper with that powerful Bissell pick-up action. Sturdily constructed with rubber bumpers and smooth-action rollers. Easy-grip handle and flip-up dirt removal compartments.

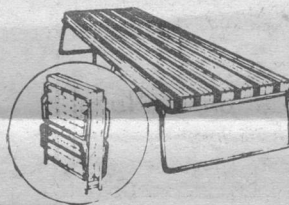
**3.99**



Holds up to 200 Records!  
**De Luxe Finish  
Record Cabinet**

Magnificent decorator cabinet with Duraguard finish... permanent gloss finish in your choice of mahogany or walnut style. Impervious to alcohol, water, juices and other corrosive agents.

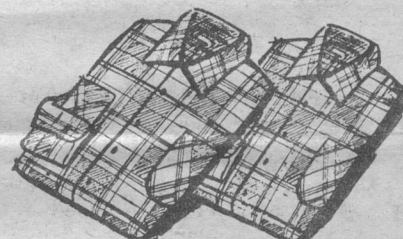
**8.88**



Sturdy, Comfortable  
**Aluminum Folding Bed**

Just say, "Charge it." Complete with foam mattress, this value-packed bed provides a sturdy, comfortable extra bed with lots of uses. Folds easily so you can carry it from room to room. Thick, cushiony mattress stays comfortable.

**15.55**

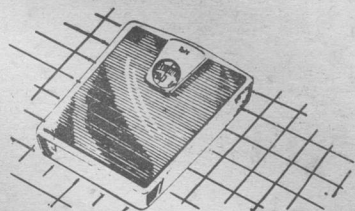


Tapered Ivy-League Styles!  
**Men's Long-Sleeve  
Sport Shirts**

Sensational collection of Ivy-style sport shirts, all sanforized and especially treated for washability. Choose from pocket fronts, "villagers" and regular collars in plaids, checks or prints.

Sizes: S-M-L

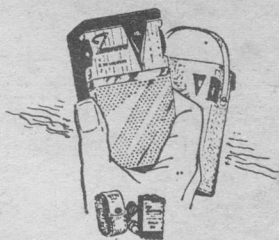
**1.00**



Watch Your Weight!  
**Ritz Bath Scale**

Handy, easy-to-use bathroom scale that helps you survey your weight at home. Assorted colors to fit any bathroom decor. Another sensational buy in Drug Fair's parade of homeware values!

**2.44**



Shirt-Pocket Size  
**6-Transistor  
Radio Outfit**

Complete with batteries, carrying case and earphone, this radio is small enough to fit inside your shirt pocket but matches big-radio tone!

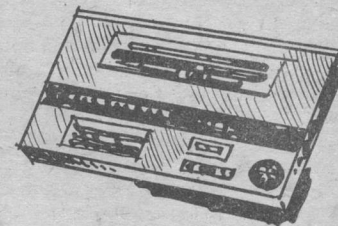
**12.88**



Drug Fair Buys You Can Sleep On!  
**Cannon Bed Pillows**

Soft, sleep-tested pillows that are odorless, non-allergic and moth-proof. Pre-shrunk percale covering to match sheets and pillow cases.

**1.39**



New Cartridge Fountain Pen  
**Eversharp  
"Big E" Set**

Smart styling from Eversharp! Set includes BIG-E cartridge fountain pen with automatic pencil, Rainbow Pack of 5 color inks, extra lead and erasers.

**2.99**

**Don't Say Drug Store, Say DRUG FAIR ...  
There's A BIG DIFFERENCE!**



For Your Convenience, 3 of 69 Drug Fair Locations Are  
**OPEN ALL NIGHT EVERY NIGHT**  
WASHINGTON: 17th and K Streets, Northwest District 7-4145  
VIRGINIA: N. Glebe Rd. and Pershing Dr., Buckingham, Ari. JA. 7-2600  
MARYLAND: Georgia Ave. and Colesville Rd., Silver Spring JU. 8-6788  
Registered Pharmacists on Duty 24 Hours

PAY CASH OR CHARGE IT... YOU GET  
**S.N. GREEN STAMPS FREE**  
At Every Drug Fair

**CHARGE IT**  
At Any Drug Fair  
CENTRAL CHARGE SERVICE





# HEAR YE!..... NOW A&P's Newest Early Type Super Market 6000 GREENBELT GREENBELT, M

Your new A & P is the last word in modern shopping conveniences --- but still retains that Early American charm. That's why we're so happy to invite you to visit our sparkling new store. It was clearly designed for pure shopping delight. It boasts many new innovations which will surprise and please our customers. A & P has left nothing undone to make your shopping easier, more convenient and, at the same time, save money on your total food bill with our policy of low prices! Come see --- you'll save at your new A & P Super Market!

**FREE BALLOONS and  
LOLLIPOPS** for the Kiddies  
When accompanied by an adult!

**LOTS OF FREE, EASY  
PARKING!**

**FREE!**

A 3-OUNCE PACKAGE OF SYLVAN SEAL CREAM CHEESE WITH THE PURCHASE OF 3-OUNCE PACKAGE AT THE REGULAR PRICE !

**FREE!**

A 12-OUNCE PACKAGE OF PLAIN SEALTEST COTTAGE CHEESE WITH THE PURCHASE OF A 12-OUNCE PACKAGE AT THE REGULAR PRICE !

**FREE!**

A 16-OUNCE PACKAGE OF MORTON'S SALT WITH THE PURCHASE OF TWO AT THE REGULAR PRICE !

**FREE!**

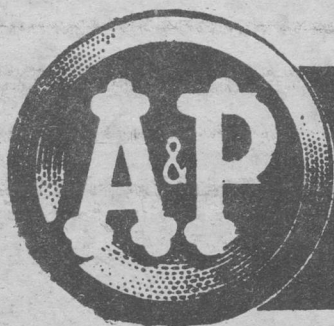
ONE BOTTLE (ANY SIZE) CONTENTS ROCK CREEK BEVERAGE WITH THE PURCHASE OF ONE BOTTLE AT THE REGULAR PRICE !

**FREE!**

ONE PACKAGE OF MA LANG'S SAUERKRAUT WITH THE PURCHASE OF A TWO POUND BAG SUPER-RIGHT SKINLESS FRANKFURTERS AT THE REGULAR PRICE !

#### STORE HOURS:

Mon: 9 a.m. to 9 p.m.  
Tues: 9 a.m. to 9 p.m.  
Wed: 9 a.m. to 9 p.m.  
Thur: 9 a.m. to 9 p.m.  
Fri: 9 a.m. to 9 p.m.  
Sat: 9 a.m. to 9 p.m.



THE GREAT ATLANTIC & PACIFIC TEA COMPANY, INC.

## Super Markets

AMERICA'S DEPENDABLE FOOD MERCHANT SINCE 1859

Prices in this advertisement effective through Sat., Feb. 3rd. At This Store Only. Quantity Rights Reserved



# HEAR YE!!

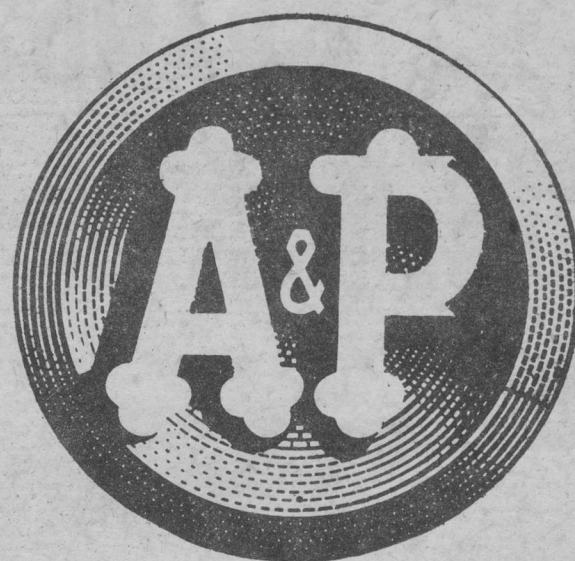
# OPEN

## Early American

## Store Located At

## GREENBELT ROAD,

## MD.



6¢ OFF ON QUARTS  
ANN PAGE

10¢ OFF ON 24-OZ.  
ANN PAGE

**Salad Dressing**

Jar **49¢**

**Peanut Butter**

Jar **59¢**

**Tomatoes**

Iona Brand

**4** 16-oz. cans **53¢**

**Grapefruit**

A & P Brand  
Fancy Hearts

**6** 16-oz. cans **98¢**

**Fruit**

A & P Sliced Freestone Peaches  
Iona Pears  
Sultana Fruit Cocktail

**3** 2 1/2 size cans **\$ 1.00**

**Round The Clock** Pineapple Grapefruit

**Drink 4** 46-oz. cans **99¢**

**PEACHES**

Stonyman Freestone

**4** 29-oz. cans **93¢**

**SCOT TISSUE**

Pink, White or Yellow

**8** rolls in pliofilm bag **97¢**

*Look For A & P's Big Week-end Advertisements In The  
Washington Post and Evening Star, Thursday, Feb. 1st!*



# HIGH'S-BELTWAY PLAZA

## GRAND OPENING SPECIALS

<p>HIGHS FRESH GRADE 'A'</p> <p><b>LARGE EGGS</b></p> <p><b>55¢</b> dz. Regular Price 65¢ Save 10¢ A Dozen</p>	<p>HIGHS FAMOUS FOR QUALITY</p> <p><b>ICE CREAM</b></p> <p><b>69¢</b> HALF GALLON REDDI-PAK ALL FLAVORS</p> <p>REGULAR PRICE 95¢ SAVE 26¢</p>	<p>HIGHS FRESH COUNTRY STYLE</p> <p><b>COTTAGE CHEESE</b></p> <p><b>2</b> 12 oz. <b>39¢</b> REGULAR PRICE 23¢ SAVE 7¢ On Two</p>
<p>BRIGGS LEAN SLICED</p> <p><b>BACON</b></p> <p><b>55¢</b> lb. REGULAR PRICE 75¢ SAVE 20¢ A lb.</p>	<p>HIGHS FAMOUS</p> <p><b>VITAMIN "D" HOMOG.</b></p> <p>MILK IN SPARKLING GLASS JUGS</p> <p><b>45¢</b> HALF GAL.</p>	<p>HIGHS SMOOTH SPREADING</p> <p><b>MARGARINE</b></p> <p><b>2</b> lbs. <b>39¢</b> REGULAR PRICE 2 lbs. 43¢ SAVE 4¢ On Two</p>
<p>HIGHS SWEET CREAMERY</p> <p><b>BUTTER</b></p> <p><b>69¢</b> lb. REGULAR PRICE 77¢ SAVE 8¢</p>	<p>SPECIAL EFFECTIVE NOW THRU SUNDAY FEB. 4th AT NEWSTORE ONLY</p> <p><b>(6000-GREENBELT RD. GREENBELT)</b></p>	<p>HIGHS DELICIOUS HOT OR COLD</p> <p><b>CHOCOLATE DRINK</b></p> <p><b>37¢</b> HALF GAL. JUG. REGULAR PRICE 43¢ SAVE 6¢</p>

**TANNER'S**  
OPEN DAILY 7 AM - 7 PM



**CLEANERS**  
PLENTY OF FREE PARKING

6000 GREENBELT ROAD  
BELTWAY PLAZA  
GREENBELT, Md.

**FREE Buttons and Minor Repairs**

**FREE Mothproofing, Sanitizing, Deodorant Protection with All Dry Cleaning**

## GRAND OPENING SPECIAL

**FEBRUARY 3, 5, 6, 7**

**2**

**GARMENTS  
CLEANED**

**For The  
PRICE of**

**1**

**GARMENT**

**(Sorry - no one day cleaning during special introductory offer)**

offer good also at store in Greenbelt Center

**1 HOUR CLEANING...  
NO EXTRA CHARGE**

**5 HOUR SHIRT SERVICE...  
NO EXTRA CHARGE**



# BELTWAY PLAZA

**COIN-OPERATED  
LAUNDRI-MART**

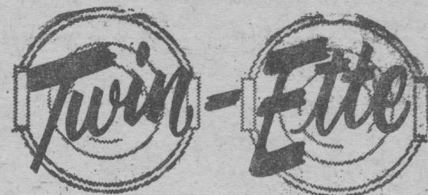
**6000** (STORE A2)

**GREENBELT RD., GREENBELT, MARYLAND**

**FEATURING**



**AND**



**COIN-OPERATED LAUNDRY EQUIPMENT**

**STANDARD DRY CLEANING**

**THE AREA'S ONLY SELF SERVICE**

Laundry & Dry Cleaning Center  
Featuring.....

- \* 37 Top Loading 12 Lb Washers
- \* 18 Large Capacity Dryers
- \* Air Conditioned Customer Lounge
- \* Starching Tub
- \* Unlimited Parking Facilities
- \* Open 24 Hrs.
- \* Laundry Supplies - Refreshments



**EXTRA SPECIAL FEATURE** \*\*\*\*\*

**"Big Boy" 25 lb. Washer For Rugs, Blankets, etc.**

**FREE!**

**WHILE THEY LAST - LAUNDRY BAGS - RAIN HATS**

Soap: First 500 Customers!!

**SAVE \$\$\$ Coin Operated  
DRY CLEANING**

\$2.00 Value

Special Introductory  
Price **\$1.50**

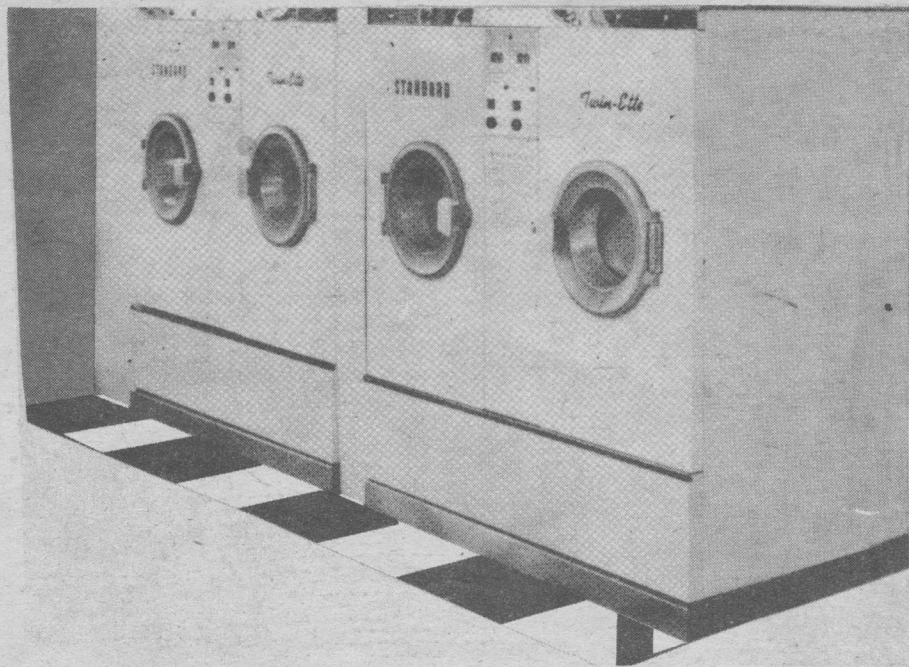
Special Dry Cleaning

**COUPON**

With This Coupon (1) One

**Special Dry Cleaning 1.50**

\*Good For Attended Hrs. Only - 9 A. M. - 9 P. M. Expires Feb. 15th !

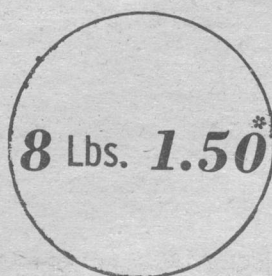


**TWIN-ETTE** COIN OPERATED **Dry Cleaning**

The Original Coin Operated Dry Cleaning Equipment  
proven in Hundreds Of Laundry and Cleaning Centers.

**ALL THIS ONE LOAD:**

- 3 Dresses
- 1 Suit
- 2 Skirts
- (1 Blanket)
- 2 Blouses
- 1 Robe
- 3 Tots Wear



**YOU CAN ALSO  
CLEAN !!**

- Jackets
- Sweaters
- Drapes
- Coats, Etc.

\* Good For Attended Hrs. Only 9 A. M. - 9 P. M.

\* Special Introductory Price - Expires Feb. 15th 1962



*Vincent et Vincent*  
**Hair Stylists**  
 with superior know-how

**Your downtown hair stylist ....  
 now your next door neighbor  
 Beltway Plaza Shopping Center**

**A toast to  
 our new neighbors!**

**Opening Special!**  
**\$20 Bonat  
 Permanent**

**\$10** plus cut

*What a wonderful opportunity to get acquainted with the superior skill and know-how of Vincent et Vincent. Make your appointment soon and discover for yourself how soft but lasting a permanent can be! And you save \$10! Our skilled stylists will design a coif just for you . . . suited to your own particular beauty. So call soon, do!*

Beltway Plaza Regional  
 Shopping Center  
 474-4900  
 Open Evenings

Other Convenient Locations  
 Queenstown Shop. Ctr. UN. 4-1460  
 Hampshire Langley HE. 9-2700

Come meet our  
 talented staff,  
 highly trained in every  
 beauty service .... styling,  
 coloring, cutting,  
 manicuring  
 at your service now ...

**Mr. Melvin**, manager  
**Miss Alma**  
**Miss Pat**  
**Mr. Mel**

*Vincent et Vincent*  
**Hair Stylists**  
 with superior know-how

